
BILL ROBERSON

Creative Director

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I'm a seasoned Creative/Communications Director with over 14 years of experience in all aspects of communications. A proven track record with hands-on design and art direction allows me keen insight into completing projects with skill and creativity while leading creative teams toward marketing goals.

EXPERIENCE:

- **Executive Creative Director & Co-founder:** July 2010 - Present

My Comm Team: mycommteam.com

Co-ownership and operation of a strategic communications firm that provides identity, print, web, and communications planning for a variety of clients.

Areas of Responsibility:

Art Direction & Design (web, print, and branding)

Strategic Planning

Merchant and Client Interaction

Project Management

- **Communications Director:** Jan. 2008 - July 2010

Priority One: BluefishTV.com • RightNow.org • SmallGroupTrader.com

Directed all aspects of communication for three non-profit ministries within a retail environment. Provided broad range of leadership on the Production Leadership Team for video-based curriculum projects.

Areas of Responsibility:

Art Direction & Design (web, print, video, packaging, and branding)

Strategic Planning

Merchant and Client Interaction

Project Management and Systems Development

Event Planning and Production

- **Director of Design and Communications:** Nov. 2005 - Dec. 2007

- **Director of Visual Communications:** June 2000 - Nov. 2005

Lake Pointe Church: lakepointe.org

Oversaw and directed all aspects of church communication for 9,500 member congregation across multiple community campuses.

Management and supervision of Communications Team including Design, Web, Editing and Publicity.

Areas of Responsibility:

Art Direction & Design (web, print, and branding)

Strategic Planning

Merchant and Client Interaction

Project Management and Systems Development

STRENGTHS:

- Achiever
- Belief
- Learner
- Context
- Connectedness

LEADERSHIP STYLE:

- Evaluate
- Equip
- Clarify

TECHNICAL PROFICIENCY:

- Mac OSX
- Photoshop
- Illustrator
- InDesign
- Acrobat Pro
- Dreamweaver
- Sitegrinder
- Social Media

EDUCATION:

University of North Texas

School of Visual Arts:

Bachelor of Fine Arts in

Communication Design

(1994) - Cum Laude

COMMUNITY SERVICE:

- Volunteer Small Group Teacher
 - School WatchDog
 - School Fundraising Support
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DESIGN SAMPLES & RECOMMENDATIONS:

• Executive Creative Director & Co-founder: My Comm Team

- 1 Developed new branding elements for Lost Orphans Int.
- 2 Communications planning and design for Grace Seminary
- 3 Developed branding and web site for DFWGolfBuddy.com

"Mr. Roberson's subject matter expertise, marketing and communications insight, project management skills and professional candor lead me to recommend him without hesitation. He works for the DCCCD as an independent contractor; he has continually proven to be an exceptionally gifted and valued member of our marketing and communications team."

*Robert Rosenbalm,
Associate Dean, Dallas County Community College District*



• Communications Director: Priority One

- 1 Rebranded and developed new packaging for Fishing License
- 2 Redesigned BluefishTV.com web site (@7,000 pages)
- 3 Developed new cost-effective and sturdier packaging solutions

"Bill has been an excellent example of the marriage of creative arts and task management. He has a great mind and eye for graphic design with a marketing flare. Everything he creates is very professionally done. His strong work ethic proves his ability to understand the project at hand, communicate with the rest of the team, and get the job done on time."

*Scott Mosley,
Vice President, Operations and Online Sales, Bluefish TV*



• Director of Design and Communications: Lake Pointe Church

- 1 Created all branding elements for church-wide family initiative
- 2 Developed advertising campaign with multiple elements
- 3 Seasonal advertising campaign (reached over 65,000 homes)

"Bill Roberson knows graphic art, branding and cutting edge cultural trends. Best of all he knows the local church and how to create a buzz in the community that will put your church on the map... If you are looking for a high quality way to brand your church in the community, Bill Roberson is the way to go."

*Carter Shotwell,
Executive Pastor of Ministries, Lake Pointe Church*

